

9/17/2018

To: Newberg Riverfront Master Plan Project Management Team
From: Andrew Parish, Kyra Schneider, Emma Porricolo, APG
Re: Summary of Online Open House #1

INTRODUCTION

This memorandum provides a summary of the Newberg Riverfront Master Plan Online Open House #1. The Online Open House was open for approximately two weeks, from Thursday, August 23, 2018 through Monday, September 10, 2018. A Spanish version of the Online Open House was made available from Monday, September 10, 2018 through Friday, September 21, 2018 and received two responses. The Online Open House coincided with the Newberg Riverfront Master Plan Public Event #1, which took place on Thursday, August 23, 2018 from 6:30pm – 8:00 pm at Edwards Elementary School in Newberg. The Online Open House provided the opportunity to share project information with community members who were unable to attend the in-person public event and solicit their feedback regarding the Riverfront Master Plan. A link to the Online Open House was posted to the City’s website, Facebook page, and local newspaper, and was sent to the project’s interested parties email list. The Online Open House was viewed approximately 150 times, though not all viewers provided feedback.

INFORMATION PROVIDED

Information provided in the Online Open House mirrored the information available at the in-person public event and included following topics:

- Project introduction (timeline, study area, and project vision statement & goals)
- Existing Conditions, including land use and transportation
- Market Analysis
- Buildable land and urban design
- Potential types of development in the study area
- Potential types of waterfront activities along the riverfront

RESULTS

Summary

Key takeaways of the survey are listed briefly below, followed by a detailed breakdown of all questions.

- Overall, respondents were very supportive of the project vision and goals, with suggestions about particular features or concerns to emphasize.
- Most respondents do not frequent the riverfront today, and said that park activities, commercial activities, and better bike/ped connections would encourage them to visit more.

Summary of Public Event #1

- Pedestrian connections were listed as very important for the area; improved automobile access and additional automobile parking were not listed as high priorities among respondents.
- Trails were by far the most desired feature for the riverfront area, followed by picnic and playground areas and non-motorized boating activities.
- Continued industrial activity in the riverfront area was not a priority among respondents.
- Respondents were supportive of the three development programs as a starting point for analysis.
- The majority of respondents heard about this survey from Facebook or the local newspaper.

Vision and Goals

A total of 28 individuals responded to questions about the project vision and goals. Of the 29 respondents, 86% (24) either agreed or strongly agreed with the project vision statement; 11% (3) said that they neither agreed nor disagreed with the vision statement; and 4% (1) did not agree.

FIGURE 1. QUESTION 1 RESPONSES

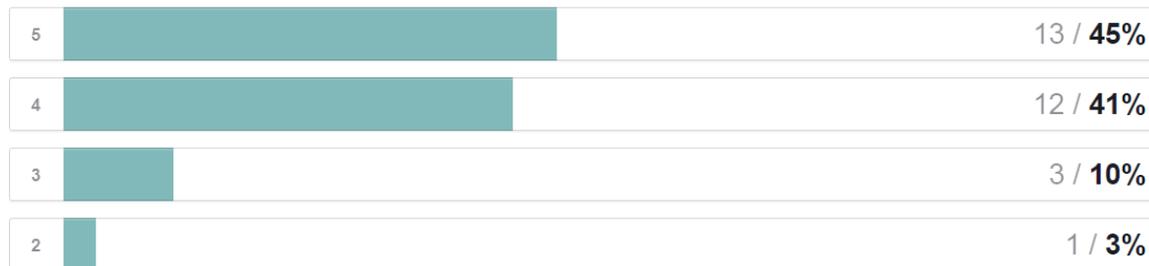
To what extent do you agree with the vision statement?

29 out of 29 people answered this question

Average: 4.28



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Several respondents provided additional comments about the vision statement. Comments suggested to include local assets, such as local eateries and the agricultural roots of Newberg, in the plan, as well as events/concerts. Additionally, comments expressed concerns about the potential negative impacts of development in the Riverfront Area, such as parking, environmental impacts, project and maintenance costs, and lack of affordable housing. Specific comments and suggestions included the following:

- Concern that the project will cause a greater shortage of affordable housing
- Add a statement about honoring the area's agricultural roots and current connections to the dairy, hazelnut, and wine industries
- Emphasize large events such as concerts
- Include local eateries and music
- Ensure that the plan results in an extensive regional multi-use path system
- Concern about preserving habitat for local wildlife and minimizing environmental impacts

Summary of Public Event #1

- Concern about upkeep and maintenance costs
- Concern that the project would result in higher local taxes
- Ensure that the riverfront includes facilities such as bathrooms and water fountains
- Suggestion to consider a pedestrian bridge across the river to connect to Champoeg State Park Trails
- Desire to clean up the surrounding streets and sidewalks and refresh homes through local code enforcement
- Desire to keep the riverfront area public and to preserve existing trees and natural areas
- Suggestion to add bike trails
- Ensure ample and free parking that does not distract from the natural beauty along the waterfront or impact on existing property owners
- Concern about the area being developed with housing, apartments, or condos

Community Vision for the Riverfront Area (Share Your Ideas)

A total of 45 individuals responded to questions asking for their ideas about the future of the riverfront area.

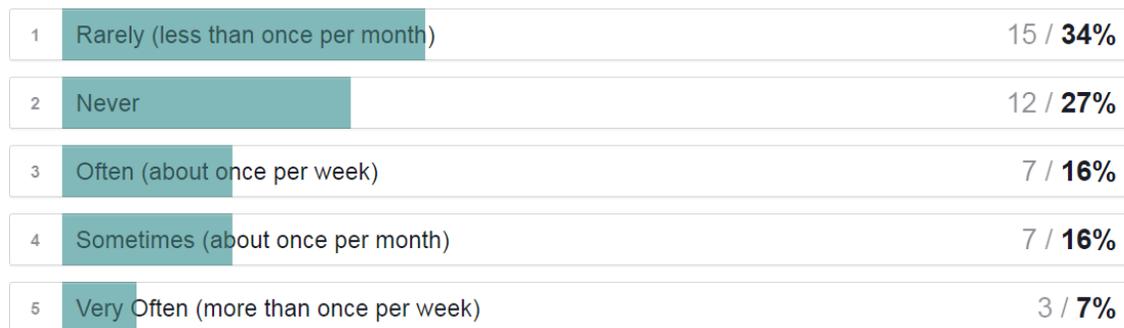
Question 1

Of the 44 respondents to Question 1, 34% (15) said they rarely visit the riverfront (less than once per month); 27% (12) said that they never visit the riverfront; and approximately 38% (17) of respondents said they visit the riverfront once a week or more.

FIGURE 2. QUESTION 1 RESPONSES

How often do you visit the Newberg Riverfront today?

44 out of 45 people answered this question



Question 2

Of the 44 respondents, 66% (29) said they would visit the riverfront more often if there was better bicycle and pedestrian access; 66% (29) of respondents said they would visit if there were more waterfront activities like swimming, boating, and trails; and 64% (28) of respondents said they would visit more often if there were places to eat and shop. Only 18% (8) of respondents said they would visit more often if there was more automobile parking. One individual noted that they would visit the riverfront more often if there was a public bus stop.

Summary of Public Event #1

FIGURE 3. QUESTION 2 RESPONSES

What would make you visit the riverfront more often?

44 out of 45 people answered this question



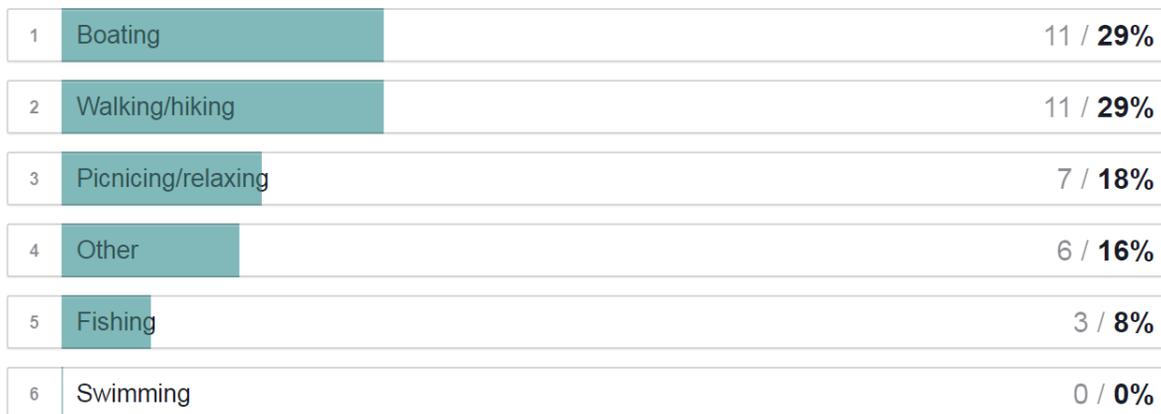
Question 3

Of the 38 respondents, 29% (11) said they currently participate in boating; 29% (11) said they currently participate in walking/hiking; and 18% (7) said they currently participate in picnicking/relaxing. No respondents said they currently participate in swimming at the waterfront today. 'Other' comments included paddle boarding and kayaking.

FIGURE 4. QUESTION 3 RESPONSES

What waterfront activities do you participate in at the riverfront today?

38 out of 45 people answered this question



Question 4

Of the 43 respondents, 86% (37) said they would like to see more trails along the riverfront; 79% (34) said picnic areas and playgrounds; 63% (27) said non-motorized boating; 49% (21) said large events (concerts/parties); and

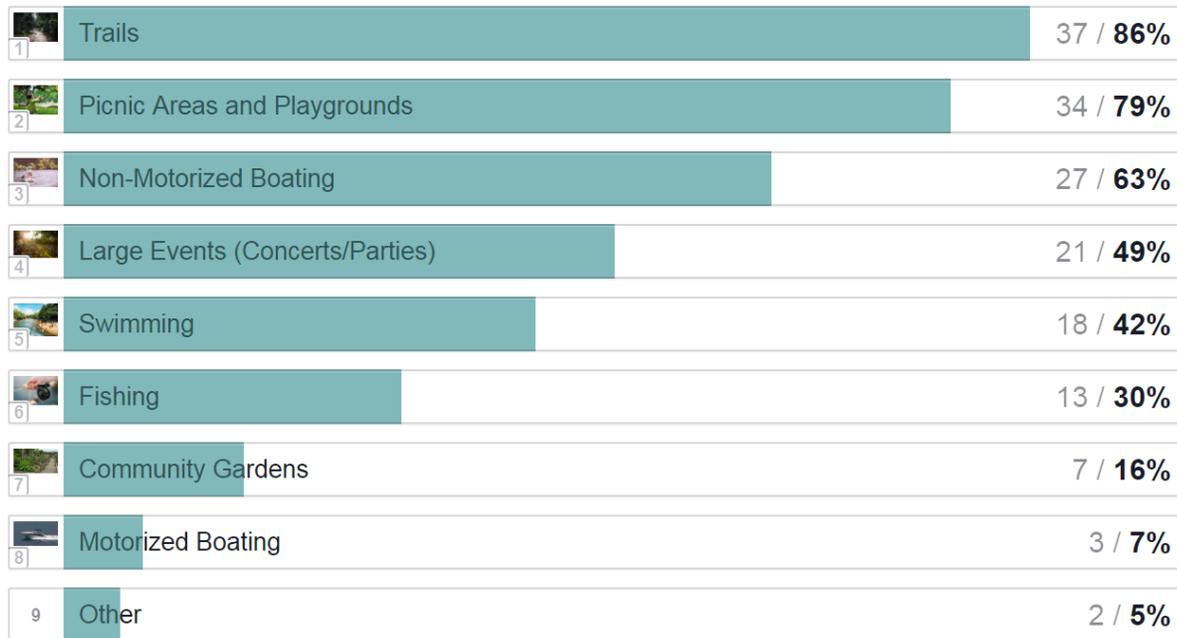
Summary of Public Event #1

42% (18) said swimming. 30% of respondents or less said they would like to see fishing, community gardens, and motorized boating. 'Others' comments included a bike trail along the river, an amphitheater, and paintball.

FIGURE 5. RESPONSES TO QUESTION 4

What waterfront activities would you like to see more of along the Willamette River in Newberg?

43 out of 45 people answered this question



Question 5

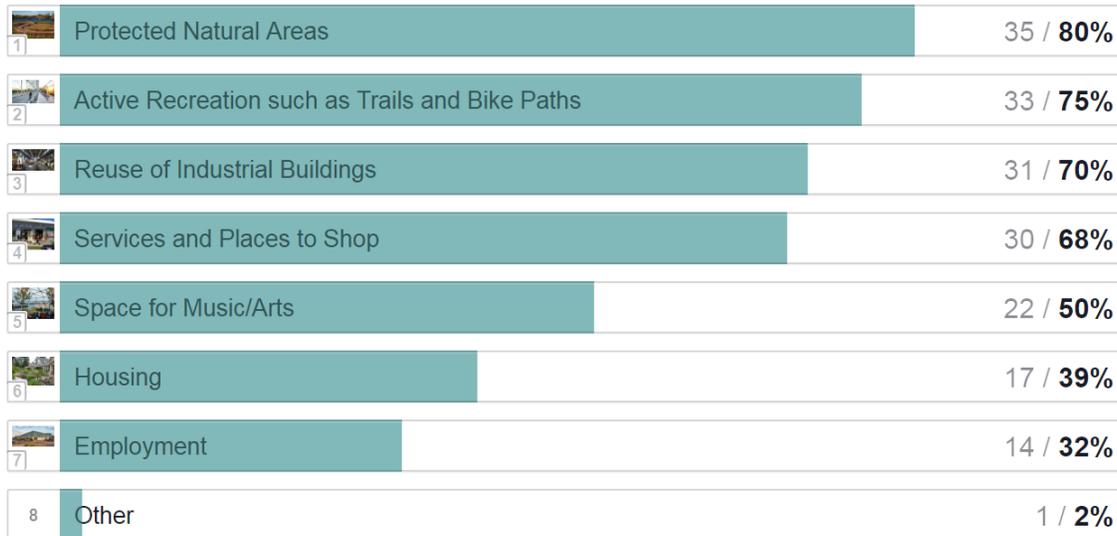
Of the 44 respondents, 80% (35) would like to see protected natural areas in the broader Riverfront Area; 75% (33) would like to see active recreation such as trails and bike paths; 70% (31) would like to see reuse of industrial buildings; and 68% (30) would like to see service and places to shop. 50% of respondents or less chose space for music/arts, housing, or employment. One respondent noted that they would like to see a higher education component such as a trade school.

Summary of Public Event #1

FIGURE 6. QUESTION 5 RESPONSES

Think about the broader Riverfront Area - generally the area south of East 9th Street.
Which of these types of development or activities would you like to see?

44 out of 45 people answered this question



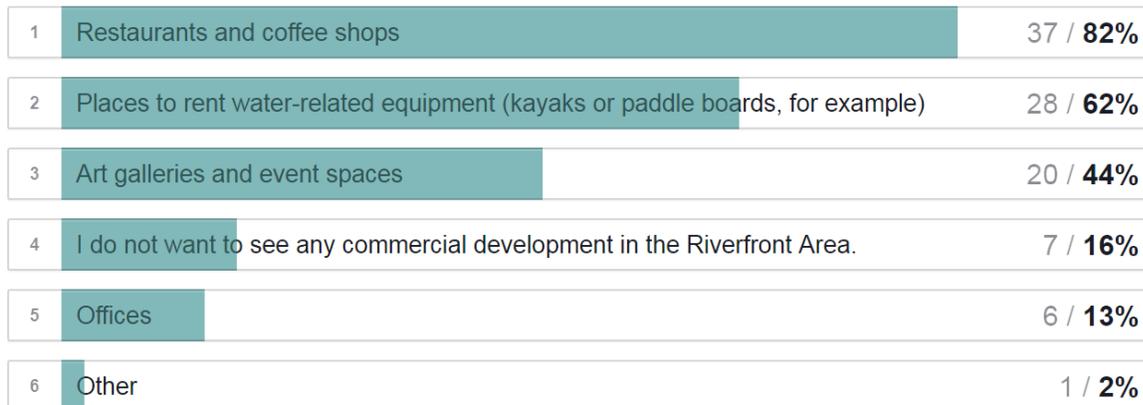
Question 6

Of the 45 respondents, 82% (37) said they would like to see restaurants and coffee shops; 62% (28) said they would like to see more places to rent water-related equipment; 44% (20) said they would like to see more 'art galleries and event spaces.' 16% (7) of respondents said they do not want to see any commercial development in the Riverfront Area. One respondent wanted to see a small grocery store for local residents.

FIGURE 7. QUESTION 6 RESPONSES

What kinds of commercial development would you like to see in the Riverfront Area?

45 out of 45 people answered this question



Summary of Public Event #1

Question 7

Of the 45 respondents, 40% (18) think bicycle connections from the Riverfront Area to the Downtown are very important; 18% (8) think bicycle connections are important; 20% (9) are neutral, and 22% (10) think bicycle connections are not important.

FIGURE 8. QUESTION 7 RESPONSES

How important are improved BICYCLE CONNECTIONS from the Riverfront Area to Downtown?

45 out of 45 people answered this question

Average: 3.71



Question 8

Of the 44 respondents, 64% (28) think pedestrian connections from the Riverfront Area to Downtown are very important; 20% (9) felt they are important; 14% (6) were neutral; and 2% (1) think pedestrian connections are not important.

FIGURE 9. QUESTION 8 RESPONSES

How important are improved PEDESTRIAN CONNECTIONS from the Riverfront Area to Downtown?

44 out of 45 people answered this question

Average: 4.43



Question 9

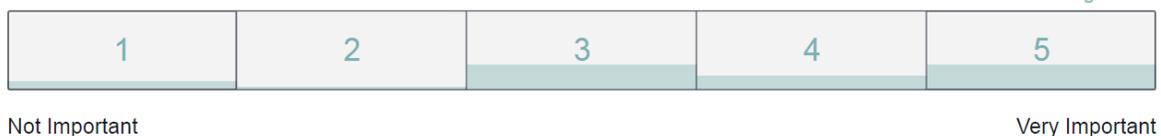
Of the 43 respondents, 52% (22) think automobile connections are important or very important; 33% (14) are neutral on the topic of automobile connections from the Riverfront Area to Downtown; and 17% (7) think automobile connections are not important.

FIGURE 10. QUESTION 9 RESPONSES

How important are improved AUTOMOBILE CONNECTIONS from the Riverfront Area to Downtown?

43 out of 45 people answered this question

Average: 3.56



Summary of Public Event #1

Of the three types of connections (pedestrian, bicycle, and automobile) between downtown and the riverfront surveyed, pedestrian connections had the highest average score (4.43). Followed were bicycle and automobile, with average scores of 3.71 and 3.56 respectively.

Question 10

Of the 43 respondents, 67% (29) think industrial development is not important (chose score of 1 or 2); 23% (10) are neutral; and 9% (4) think it is important or very important. The average score was 2.07.

FIGURE 11. QUESTION 10 RESPONSES

A large portion of Newberg's riverfront has historically been used for employment and industry. How important is industrial development for the future of the Riverfront Area?

43 out of 45 people answered this question



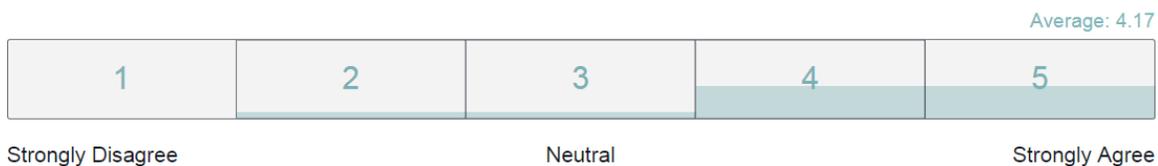
Development Programs (Share Your Ideas)

Respondents were provided information on the three development alternative options the master planning team is evaluating. They were then asked if they agree that it is a good range of options to evaluate for this master plan. Of the 12 respondents 84% (10) strongly agreed or agreed with the range of options; 8% (1) was neutral; and 8% (1) disagreed.

FIGURE 12. QUESTION 1 RESPONSES

These three development alternatives represent a range of options for the future of the Newberg Riverfront, which will be evaluated in greater detail during the rest of this project. Do you agree that this is a good range of options for the team to evaluate?

12 out of 13 people answered this question



6 of the 13 respondents provided additional comments about why they agree or disagree with the options presented. There were a variety of comments in favor of the options and several suggestions for improvements. A summary of the comments received is listed below.

- Desire to see a greater emphasis on light industrial, less on "destination retail"
- Emphasis on having a mix of uses
- Suggestion to develop an alternative plan in case the proposed sale of the mill site falls through
- Disagreement with using the space for offices or institutions; suggestion to use it only for shops, restaurants, or artist space, or a small boutique hotel (no chain hotels or restaurants)

Summary of Public Event #1

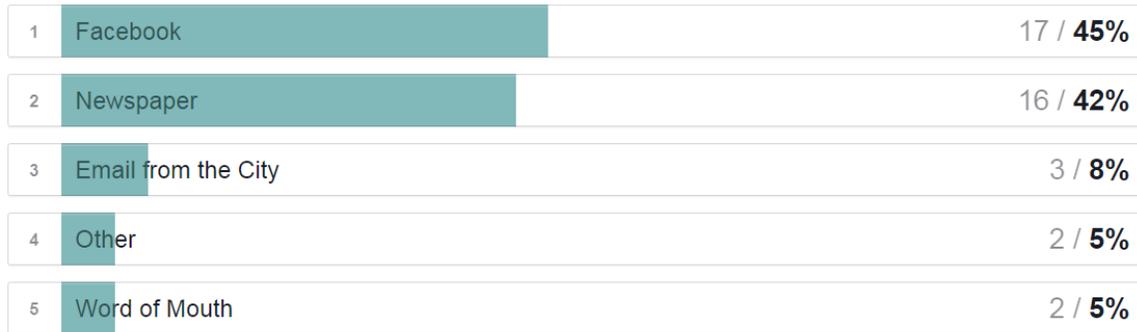
- Housing should be individual lots sold to individual owners, not mass development

Demographics

In addition to the demographics included below, the Spanish version of the Online Open House received two responses. Both respondents were of Hispanic or Latino ethnicity.

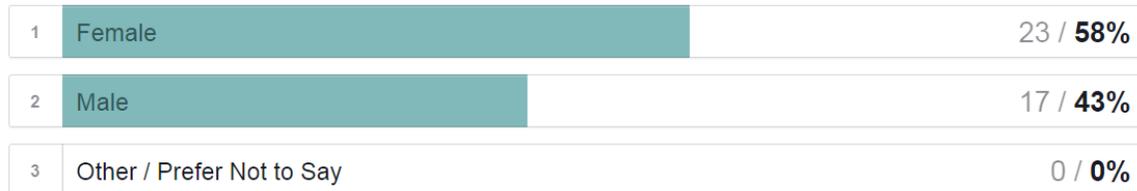
How did you hear about this survey?

38 out of 40 people answered this question



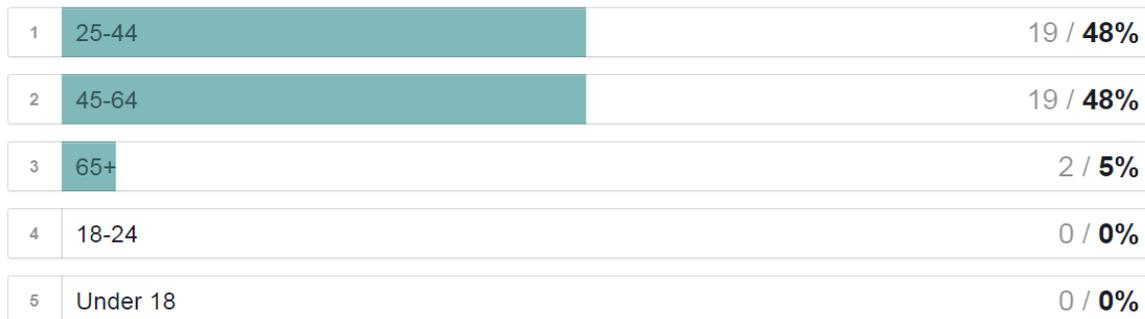
What is your gender?

40 out of 40 people answered this question



What is your age?

40 out of 40 people answered this question



Summary of Public Event #1

What is your ethnicity? (select all that apply)

39 out of 40 people answered this question

1	White or Caucasian	36 / 92%
2	Prefer Not to Say	2 / 5%
3	American Indian or Alaskan Native	1 / 3%
4	Asian or Pacific Islander	1 / 3%
5	Black or African American	0 / 0%
6	Hispanic or Latino	0 / 0%
7	Other	0 / 0%

What is the highest level of school you have completed or the highest degree you have achieved?

40 out of 40 people answered this question

1	Bachelor degree	17 / 43%
2	Some college but no degree	11 / 28%
3	Graduate degree	10 / 25%
4	Associate degree	2 / 5%
5	High school degree or equivalent (e.g. GED)	0 / 0%
6	Less than a high school degree	0 / 0%

Summary of Public Event #1

What is your approximate average household income?

40 out of 40 people answered this question

1	\$75,000 - \$99,000	12 / 30%
2	\$100,000 - \$149,999	9 / 23%
3	\$150,000 - \$199,999	8 / 20%
4	\$50,000 - \$74,999	7 / 18%
5	\$35,000 - \$49,999	2 / 5%
6	\$200,000 or more	1 / 3%
7	Less than \$25,000	1 / 3%
8	\$25,000 - \$34,999	0 / 0%